

## Message Text

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43

ACTION EUR-12

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P R 031534Z DEC 76  
FM AMCONSUL MUNICH  
TO USDOC WASHDC PRIORITY  
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AMEMBASSY BONN  
USMISSION BERLIN  
AMCONSUL BREMEN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL HAMBURG  
AMCONSUL STUTTGART

UNCLAS MUNICH 2973

COMMERCE FOR OIM/WHITELEY/RM 1009/CHAPMAN/LEFEAVRE/RM 4001

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJECT: FINAL PRELIMINARY REPORT ELECTRONICA 76

- 1) ELECTRONICA 76
  - 2) MUNICH, NOVEMBER 25 - DECEMBER 1, 1976
  - 3) NUMBER OF EXHIBITORS - 53 - REPRESENTING 75 FIRMS. (REPORTS FROM ARCO AND JACO TO COME.)
  - 4) SALES DURING EXHIBITION - DOLLARS 1,732,310 (SALES LEADS 7376).  
  
A. NTM ONLY - DOLLARS 1,652,310  
B. OTM ONLY - DOLLARS    80,000
  - 5) SALES PROJECTED SUBSEQUENT TWELVE MONTHS - DOLLARS 19,385,600.  
  
A. NTM ONLY - DOLLARS 15,485,600  
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- B. OTM ONLY - DOLLARS 3,700,000

6) NUMBER SEEKING EXREPS - 35

7) NUMBER OF EXREPS APPOINTED - 35

8) NUMBER OF EXREPS UNDER NEGOTIATION - 102

9) NUMBER OF TRADE VISITORS TO TRADE FAIR - 82,000 - AN INCREASE OF 12 PER CENT OVER ELECTRONICA '74.

10) OUTSTANDING SUCCESS STORIES:

A. IT IS INTERESTING TO NOTE THAT SIX NTM FIRMS AND TWO OTM FIRMS EACH PROJECTED SALES NEXT TWELVE MONTHS PERIOD DOLLARS ONE MILLION.

B. FAIRCHILD SYSTEMS TECHNOLOGY, SAN JOSE, CA. - NTM FIRM DISPLAYING COMPUTERIZED TEST EQUIPMENT EXPRESSED COMPLETE SATISFACTION WITH RESULTS STATING "WELL DONE" IN THEIR PARTICIPANT'S REPORT. TOTAL EXPECTED SALES PROJECTED FOR NEXT TWELVE MONTHS DOLLARS 1,000,000. IN ADDITION, 25 QUALITY SALES LEADS WERE OBTAINED. ACTUAL SALES REPORTED DURING THE EVENT TOTALED DOLLARS 1,000,000.

C. SILICON TECHNOLOGY CORPORATION - OAKLAND, N.J., NTM FIRM DISPLAYING SLICING MACHINE FOR THE MANUFACTURE OF SEMICONDUCTORS, DEVICES AND INTEGRATED CIRCUITS, ETC. SOLD DOLLARS 100,000 ACTUAL DURING EVENT WITH DOLLARS 200,000 EXPECTED NEXT TWELVE MONTHS; MR. GEORGES KACHAJIAN, PRESIDENT SIGNED A LICENSING AGREEMENT WITH A GERMAN MANUFACTURER IN NUERNBERG TO BUILD STC I.D. DIAMOND SAWS AND SEMINCONDUCTOR SLICING ACCESSORIES FOR THE WESTERN EUROPEAN MARKET. NEW COUNTRY MARKETS PENETRATED INCLUDE ROMANIA, DENMARK, USSR AND INDIA. MR. KACHAJIAN STATED IN FIRMS REPORT: -DOC STAFF SERVICES AND SUPPORT GREATLY APPRECIATED. AS A SMALL BUSINESS WE COULD NOT MANAGE WITHOUT THE DOC SPONSORSHIP.

D. STATE OF ILLINOIS - REPRESENTING FIVE NTM COMPANIES. DISPLAYING PLASTIC CABLE TIES/CLAMPS; SOLID STATE RELAYS; POWER LINE MODULES; CONTACT ASSEMBLIES FOR ELECTRO-MECHANICAL UNCLASSIFIED

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APPLICATIONS; SOLID CARBIDE CUTTING TOLLS. SOLD DOLLARS 55,000 ACTUAL DURING THE EVENT WITH DOLLARS 875,000 EXPECTED NEXT TWELVE MONTHS; THESE NTM FIRMS OBTAINED 318 POTENTIAL BUSINESS LEADS AND ARE ALSO NEGOTIATING WITH 41 POTENTIAL EUROPEAN REPS FROM A TOTAL OF 133 LEADS. SALES AGREEMENTS WERE SIGNED WITH 13 AGENTS. ALL STATES PLASTIC MANUFACTURING EXPRESSED THE SENTIMENT OF ALL EXHIBITORS WELL IN THEIR REPORT; "ILLINOIS STAND, SHOW ORGANIZATION; ASSISTANCE DURING EXHIBITION AND

PRESHOW PUBLICITY AND SALES PROMOTION WERE EXCELLENT, GOOD QUALITY AS WELL AS QUANTITY. BOOTH DESIGN AND LAYOUT WERE VERY SATISFACTORY."

E. ALPHA WIRE CORPORATION, ELIZABETH, N.J. - NTM FIRM DISPLAYING WIRE, CABLE, TUBING SAMPLES, WIRE STRIPPER AND CONNECTOR SAMPLES. SOLD DOLLARS 10,000 ACTUAL DURING EVENT WITH DOLLARS 1,000,000 EXPECTED NEXT TWELVE MONTHS. PENETRATED EIGHT NEW COUNTRY MARKETS INCLUDING GERMANY, FRANCE, SWEDEN, DENMARK, SPAIN, ITALY, BELGIUM AND HOLLAND AND PRESENTLY NEGOTIATING WITH EIGHT POTENTIAL AGENTS FROM VARIOUS COUNTRIES. IN ADDITION, 250 SALES LEADS WERE OBTAINED. MR. PETER A. PYHRR, VP COMMENTED IN THEIR SALES REPORT: "EXCELLENT FOR MEETING AGENTS:DISTRIBUTORS, IDENTIFYING COMPETITION, SEE REACTION TO PRODUCTS IN ONE SINGLE OCCASION.

F. ARROW ELECTRONICA INTERNATIONAL, W. BABYLON, N.Y. - NTM FIRM DISPLAYING ELECTRONIC COMPONENTS. PENETRATED ELEVEN NEW COUNTRY MARKETS INCLUDING HOLLAND, EGYPT, DENMARK, SPAIN, AUSTRIA AND SIX (6) EASTERN EUROPEAN COUNTRIES. OBTAINING SOME 50 SALES LEADS, THE FIRM EXPECTS NEXT TWELVE MONTHS SALES PROJECTION DOLLARS 1,000,000. ALSO LEADS OBTAINED FOR SIX QUALIFIED POTENTIAL AGENTS WITH SEVERAL TO BE SELECTED DURING NEXT TWELVE MONTHS. MR. NEAL FAGIN, VP, STATED IN FIRMS REPORT: "ELECTRONICA HAS SAVED ME MONTHS OF TRAVELING AND THE RESULTS MAY NOT HAVE BEEN AS SATISFACTORY. I INTEND TO PARTICIPATE IN 1978 WITH A LARGER BOOTH."

G. STACKPOLE CARBON COMPANY, ST. MARYS, PA. - NTM FIRM, DISPLAYING A VARIETY OF ELECTRONIC AND ELECTRONICA COMPONENTS, SOLD DOLLARS 75,000 ACTUAL DURING THE EVENT WITH DOLLARS 300,000 EXPECTED SALES DURING NEXT TWELVE MONTHS. WELL OVER A HUNDRED SALES LEADS WERE OBTAINED. ONE KRY AGENT AGREEMENT UNCLASSIFIED

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WAS SIGNED DURING THE SHOW. FOUR ADDITIONAL AGENTS ARE EXPECTED TO BE SIGNED DURING NEXT TWELVE MONTHS. MR. PETER W. PARSONS, INT'L SALES COORDINATOR, STATED IN FIRMS REPORT: "WE WERE VERY PLEASED WITH THE PROSPECTIVE BUSINESS GENERATED, ALSO WE MUST WHOLEHEARTEDLY THANK THE U.S. STAFF FOR THEIR EXCELLENT EFFORTS."

H. STATE OF PENNSYLVANIA - REPRESENTING FIVE NTM COMPANIES. DISPLAYING SOLID STATE RELAY SYSTEMS FOR TIMING; ELECTRONIC LEAD FRAMES AND CONNECTORS; FIXED AND VARIABLE CAPACITATORS; PROM PROGRAMMERS TRANSFORMERS; CUSTOM TOOL KITS FOR SERVICING. PROJECTED NEXT TWELVE MONTHS SALES DOLLARS 1,695,000; WITH 557 SALES LEADS REPORTED. ALSO NEGOTIATING WITH 66 POSSIBLE EUROPEAN REPS. FROM SEVEN EUROPEAN COUNTRIES. THE FIRM AZS EUROPA SUMMED UP THE GENERAL CONSENSUS WITH THE REMARKS

ON THEIR SALES REPORT: "SHOW WAS VERY GOOD FROM A BUSINESS  
CONTACT POINT OF VIEW (NOT JUST FROM GERMAN COMPANIES BUT ALSO  
MANY VISITORS FROM THE REST OF EUROPE)".  
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